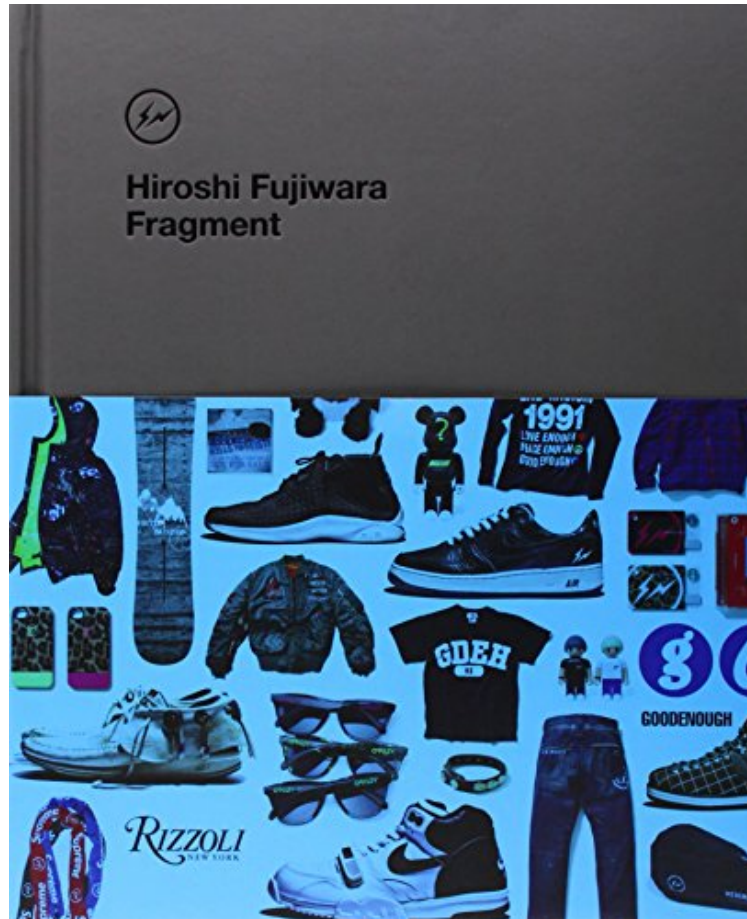


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Hiroshi Fujiwara: Fragment

From Rizzoli

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From Rizzoli : Hiroshi Fujiwara: Fragment before purchasing it in order to gage whether or not it would be worth my time, and all praised Hiroshi Fujiwara: Fragment:

2 of 2 people found the following review helpful. Sweet photo spreads with rich colors and detail enhance the ...By RichardA brief and concise look into Hiroshi's influences on modern street culture. Sweet photo spreads with rich colors and detail enhance the page browsing experience. The book is broken into four main parts, Artwork/Graphic Design, Sneakers, Products, and Personal Effects. Each segment is greeted with conversations and texts from individuals who go into detail of personal accounts working with Hiroshi Fujiwara. An inspiring look back into the heyday of yesteryear's subculture movement.0 of 0 people found the following review helpful. Five StarsBy Customeron time delivery, iconic book0 of 0 people found the following review helpful. Five StarsBy CustomerHiroshi the gawd

The first monograph on the "godfather of streetwear," this book pays homage to Hiroshi Fujiwara's influence on

contemporary fashion, music, and design. The most comprehensive book devoted to the extensive work of Hiroshi Fujiwara—a pioneer in streetwear, music, and art, and the ultimate arbiter of cool. Known internationally as one of the founding fathers of Tokyo's Harajuku scene, Fujiwara exerts a disproportionate influence over contemporary design culture. Having collaborated with the likes of Malcolm McLaren and Vivienne Westwood as a teenager in the early 1980s, he merged a seminal interest in punk with hip-hop and skate culture to become one of Japan's principal tastemakers. A musician and producer, Fujiwara is also one of the most prolific sneaker designers, and his kicks are some of the most sought-after collectibles. In addition to his very visible and long-standing collaborations with Nike, he has authored a number of fashion lines and is at the head of the Tokyo-based Fragment Design. Chronicling his reign as the arbiter of hip for more than thirty years, this book presents the breadth of his career, including sections on his highly sought-after artwork and graphics, sneakers, product design, and curated personal effects. With contributions by Sarah Lerfel and Ino Hidefumi, this graphically inspired book provides a unique glimpse into one of the most influential tastemakers of our time and is the perfect follow-up to Rizzoli's Pharrell: Places and Spaces I've Been.

"Most Anticipated Art Book Releases of 2014. Hiroshi Fujiwara is known as the "godfather of streetwear," and this book pays tribute to his influence on contemporary fashion, music, and design. Hiroshi Fujiwara offers an extensive work of the pioneer in streetwear, music, and art. Because he is one of the founding fathers of Tokyo's Harajuku scene, Fujiwara's influence over contemporary design culture is definite. The book chronicles his career over more than 30 years, which includes highly sought-after artwork and graphics, sneakers, product design, and curated personal effects. With contributions by Sarah Lerfel and Ino Hidefumi, this book provides insight into one of the most influential tastemakers of our time." -Complex Magazine

Hiroshi Fujiwara reveals the mind-boggling variety of work he has designed. Surface Magazine "the artist's first monograph, Hiroshi Fujiwara: Fragment spans his 30-plus-year career as a musician, producer, and designer, surveys Fujiwara's unstoppable creativity from art to graphic design to his personal belongings with commentary from fellow influencers like Takashi Murakami and Clapton himself." Details Fujiwara continues to define youth culture in ways that subsequent generations still strive to emulate but rarely attain." Paper

"The first monograph on the godfather of streetwear, this hardcover book by publisher Rizzoli pays homage to Hiroshi Fujiwara's influence on contemporary fashion, music and design. Known internationally as one of the founding fathers of Tokyo's Harajuku scene, Fujiwara is also one of the most prolific sneaker designers, and his kicks are some of the most sought-after collectibles. This graphically-inspired book provides a unique glimpse into one of the most influential tastemakers of our time" Highsnobiety.com

About the Author Sarah Lerfel is the creative director of the Paris style boutique Colette.